

**CALL FOR INVESTMENT – Venture Philanthropy Utah 2016 - MUST NOT EXCEED ONE PAGE**

**Organization or Proposal Name:** Resiliency Training Program for Kids (Aimed at Parents/Mentors)

**Organization Type:** 501c3

**One Sentence Description of Proposal:**

**Requested Investment Amount:** \$ 15,200

**I. ISSUE**

**What is the social problem being solved?**

Resilience is the ability to rebound after a setback---it is an essential, learned life skill. By age 14, adolescents have developed the mindset, skills and confidence to respond to life's inevitable stressors, or not. Children learn best in a safe, trusted, encouraging setting from parents and invested mentors. If children fail to develop resilience, they react poorly, and are prone to making destructive, life limiting choices ---substance abuse, crime, gang, violence, poverty results.

**How are you solving it?**

We train parents/mentors to teach their kids how to respond in healthy way to "real world/real time" challenges using tools offered in our research-based curriculum. Parents become better role models and leaders within the family. The children learn through positive example, practice, feedback and encouragement. We have trained 400+ participants and can demonstrate through pre and post testing that our training has had a positive, lasting effect.

**II. TARGET MARKET**

**Who will benefit?**

We want to take resiliency theory and application to those most in need. Our goal is to partner with nonprofit organizations who serve "vulnerable, at-risk" families and offer to train their clients at their facilities. Examples: The Family Counseling Center, People Helping People, Learning and Resource Center in Utah State Prison and various substance abuse recovery centers. There are many potential partners.

**What is your competitive advantage?**

We understand the theory and application of resilience. Our resilience trainers are a husband/wife team with a Ph.D. in Psychology and a M.Ed., SPC. They have worked in the Utah public school system with troubled kids and their families for 30+ years. The lead trainer has worked for 8 years in the Utah prison system, preparing felons to re-enter society. They have first hand experience of how to reach those who feel "left behind, forgotten or ignored" by society.

**III. ORGANIZATIONAL CAPACITY**

**Relevant leadership experience:**

Our Board is stable and diverse; we have two physicians, a nurse Ph.D, psychologist, hospice chaplain and two business people. We have reached thousands of Utahans with our educational conferences and seminars since 2002. Our trainers are resilience experts with outstanding academic credentials, training and people skills. Our Executive Director is formerly a HR Director, specializing in Training and Development.

**Describe sustainability plan:**

We have an excellent long term relationship with key funders who asked us to "branch out" from doing our annual integrative health and resilience conference to reach into "at risk" communities where they desperately need to learn our message of resilience, hope, optimism, gratitude, forgiveness, social connectedness and purpose. Where we can charge for the training, we will do so, however most of the clients served will be low income. We expect to recruit corporate and foundation sponsorship.

**Annual Operating Expenses for Proposal at Full Implementation:**

Sustainability Plan (Revenue and Expenses)	Startup Year	Year 1	Year 2	Year 3
This Investment	\$ 15,200	\$ 0	\$ 0	\$ 0
Income Generated	\$ 0	\$ 1,000	\$ 1,500	\$ 2,000
Other Revenue	\$ 20,000	\$ 35,000	\$ 45,000	\$ 50,000
Total Expenses	\$ 29,920	\$ 30,600	\$ 39,525	\$ 44,200
Gain/ (Loss)	\$ 5,280	\$ 5,400	\$ 6,975	\$ 7,800

**IV. IMPACT**

**Describe specific impact on target market:**

Improved academic, social and overall character development of children receiving the instruction through their parents/mentors. Character includes: Confidence, resilience, gratitude, service, interpersonal skills and relationships. Improved parenting and leadership skills for adults receiving the training---many of whom may be learning resilience theory and application for the first time.

**Metrics used to measure impact:**

Pre and post testing of parents/mentors in key resilience behaviors, attitudes and skills. Pre and post testing of children using age-appropriate behavior, attitude and skill scales. Self-evaluation and reporting using scales and soliciting experiential stories.

**Contact Name:** Judy Wolf  
**Contact Email:** judymillerwolf@gmail.com  
**Contact Phone:** 801-971-6888

**Location:** Salt Lake and Utah County  
**Referred By:** Kevin Townsend (M Lynch advisor)  
**Website:** www.hiarcenter.org  
**Year Founded:** 2002

**Management Team:** Albert Zylstra Ph.D. Psychologist, LeNise Zylstra M.Ed., SPC, Judy Wolf, MBA, Former HR Director Training and Development  
**Current Investors:** Sorenson Legacy Foundation, L.H. and Gail Miller Family Foundation, Zions Bank, private donors